MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2018/2019

BEL1014 – E COMMERCE
(All sections / Groups)

31 MAY 2019
9.00 a.m. - 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of four pages, excluding the cover page.

2. There are five questions. Answer ALL questions.

3. Please write all your answers in the Answer Booklet provided.

Question 1

a. Explain the difference between e-commerce and e-business.   (4 Marks)

b. Explain four features that offer by e-commerce technology.   (8 Marks)

c. State TRUE or FALSE for the statement below:

Bil.	Statement	TRUE / FALSE
Example	**E-commerce stands for electronic commerce**	**TRUE**
1	Local e-commerce is a form of e-commerce that is focusing on the behaviour of a customer.	
2	E-commerce involves digitally enabled commercial transaction between and among the organisations only.	
3	Business to customer(B2C) e-commerce is the most significant form of e-commerce in the world, in term of the sale transaction.	
4	Web 2.0 application attracted the massive audience in a short period in e-commerce business.	

(8 Marks)

Question 2 (20 Marks)

a. Write a keyword to reflect the description of the explained item.

Bil.	Description	The possible technology terminology
Example	**The primary storage of a computer.**	**Random Access Memory (RAM)**
1	A programming language that enables the web page designer to build a web page	
2	An identifies a web page that appears to match the keywords entered by the user.	

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3	A methodology for understanding the business objective of an e-commerce and design an appropriate solution.	
4	A catalogue provides a list of products available on a webpage.	
5	A technology that use of the internet to connect a wide variety of devices, machines and sensors.	

(10 Marks)

5G network
Fifth-generation wireless, or 5G, is the latest iteration of cellular technology, engineered to increase the speed and responsiveness of wireless networks significantly. With 5G, data transmitted over wireless broadband connections could travel at rates as high as 20 Gbps by some estimates -- exceeding wireline network speeds -- as well as offer latency of 1 m/s or lower for uses that require real-time feedback. 5G will also enable a sharp increase in the amount of data transmitted over wireless systems due to more available bandwidth and advanced antenna technology.

b. Explain two possible contributions in e-commerce could be expected with the use of cloud 5G network? (10 Marks)

Question 3 (20 Marks)

a. Write the dimensions of e-commerce security keyword to reflect the description of the explained item.

Bil.	Description	The possible technology terminology
Example	The primary storage of a computer.	Random Access Memory (RAM)
1	Ability to identify the identity of a person or entity with whom an e-commerce transaction is dealing on the internet.	
2	Ability to ensure that the messages and data are available only to those who are authorised to view.	

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3	Ability to ensure that information is displayed on an e-commerce web page is not altered in any way by an unauthorised party.	
4	Ability to ensure that an e-commerce web site is functioning in 24 hours and 7 days.	
5	Ability to control the use of information a customer provides about himself or herself to an e-commerce merchant.	

(10 Marks)

Definition of Digital Money

It is a payment that exists purely in electronic form. Digital money is not tangible, like a dollar bill or a coin. It is accounted for and transferred using computers. The most successful and widely-used form of digital money is the cryptocurrency Bitcoin. Digital money is exchanged using technologies such as smartphones, credit cards, and online cryptocurrency exchanges. In some cases, it can be transferred into physical cash, for example, by withdrawing money from an ATM.

b. Explain two possible risks on the use of digital money transaction in e-commerce.
(10 Marks)

Question 4 (20 Marks)

a. Location-based services and marketing require marketer and local service providers to have a relatively precise idea of where consumer mobile devices are located. Describe four locating technologies available today.   (8 Marks)

b. Read the passage below and answer the question that follows

In the UK, credit scores are mostly used to determine whether people can get a credit card or loan. But in China, the government is developing a much broader "social credit" system partly based on people's routine behaviours with the ultimate goal of determining the "trustworthiness" of the country's 1.4 billion citizens.

It might sound like a futuristic dystopian nightmare, but the system is already a reality. Social credit is preventing people from buying airline and train tickets, stopping social gatherings from happening, and blocking people from going on certain dating websites. Meanwhile, those viewed kindly are rewarded with discounted energy bills and similar perks.

Continued ...

China's social credit system was launched in 2014 and is supposed to be nationwide by 2020. As well as tracking and rating individuals, it also encompasses businesses and government officials. When it is complete, every Chinese citizen will have a searchable file of amalgamated data from public and private sources tracking their social credit. Currently, the system is still under development and authorities are trying to centralise local databases.

Source: https://www.wired.co.uk/article/china-social-credit

Do you agree that social credit system is an excellent idea to be implemented as one approach to study the behaviour of an e-commerce customer? Please justify your opinion.

(12 Marks)

Question 5 (20 Marks)

a. The internet technology offers an excellent opportunity for people around the world to purchase something in e-commerce. Generally, auction in used for the people to buy something in e-commerce as it just like a game-like fun approach to buy some items in the e-commerce web site. Explain five benefits of the auction as an approach to purchasing an item in the e-commerce web site.   (10 Marks)

b. Explain two different digital TV subscription services that available in today e-commerce.   (6 Marks)

c. Explain two key factors affecting the online entertainment industry, e-commerce business.   (4 Marks)

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